

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – AP Tourism Promotional Campaign at Airports across India by Baggage Tags in Spice Jet Airlines by M/s. Atin Promotions & Advertising Pvt., Ltd, Hyderabad - Sanction of Rs.20,00,000/- (Rupees Twenty Lakhs only) including taxes per month – Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 733

Dated:17-09-2013

Read the following:

1. From M/s. Atin Promotions & Advertising Pvt., Ltd, Hyderabad, Dt:12-07-2013.
2. Govt.Lr.No.4141/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.21-08 2013.
3. Bill.No.APAPL/APT002/13-14 from M/s. Atin Promotions & Advertising Pvt., Ltd, Hyderabad, Dt:02-09-2013.

\* \* \*

**ORDER:**

In the letter 1<sup>st</sup> read above, M/s. Atin Promotions & Advertising Pvt., Ltd, Hyderabad, has submitted a proposal for taking up advertising campaign for Andhra Pradesh Tourism branding at Airports across India by Baggage Tags in Spice Jet Airlines.

2. Accordingly, Government have issued orders in reference 2<sup>nd</sup> read above, for taking up selective at Airports across India by Baggage Tags in Spice Jet Airlines for a period of one month at the rate of Rs.20,00,000/- (Rupees Twenty Lakhs only) including taxes, for advertising on Spicejet Baggage Tags.

3. In the reference 3<sup>rd</sup> read above, M/s. Atin Promotions & Advertising Pvt., Ltd, Hyderabad, has submitted bill along with the photographs as proofs for A.P Tourism to be placed at Airports across India by Baggage Tags in Spice Jet Airlines period of display from 2<sup>nd</sup> September 2013 to 1<sup>st</sup> October 2013 and requested for release of amount of Rs.20,00,000/- (Rupees Twenty Lakhs only) including taxes per month and requested the Government to release payment.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.20,00,000/- (Rupees Twenty Lakhs only) including taxes per month, for AP Tourism Promotional towards AP Tourism Promotional Campaign at Airports across India by Baggage Tags in Spice Jet Airlines for one month duration starting 2<sup>nd</sup> September 2013.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Atin Promotions & Advertising Pvt., Ltd, Hyderabad, through on line. The details of Bank account is as follows:-

Account Name	: M/s. Atin Promotions & Advertising Pvt, Ltd., Hyderabad
Account No	:1181256005662
Name of the Bank	:CANARA BANK
RTGS	:500015007
IFSC Code	:CNRBINBBHFD

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. Atin Promotions & Advertising Pvt., Ltd, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**